

PUBLIC SERVICE RADIO INSTITUTE

University of Wisconsin
Radio Hall, Madison 6

A 10-day conference featuring demonstrations and discussions of public service programming - with special attention to program sources and techniques of preparation and production.

SCHEDULE

Monday, July 28

- 9:30 A.M. Registration and Orientation - WHA Studios, Radio Hall.
- 10:45 What Is Public Service Radio? Arthur L. Phelps, International Service, Canadian Broadcasting Corporation. Chairman: H.B. McCarty, Director, WHA. Play Circle.
- 11:45 LUNCHEON. Union Dining Rooms: Tripp Commons, Georgian Grill, Cafeteria.
- 1:15 P.M. Greeting to Institute Members: John Guy Fowlkes, Dean of Summer Session. Play Circle.
- 1:20 Institute Project: "Radio Tackles a Public Problem", Mitchell Grayson, Director, "One World Or None", WMCA, New York. Chairman: Walter Krulevitch, Program Supervisor, WHA Play Circle.
- 2:30 Production Techniques. Illustrated talk by Mr. Grayson. Play Circle.
- 3:30 Beginning at 3:30, most afternoons will be reserved for recreation, for consultation with Institute leaders, and for listening to transcriptions.
- 8:00 Production Demonstration: "The Human Experiment". Mr. Grayson, WHA Players. Chairman: Ray Stanley, Producer, WHA. Radio Hall.

Tuesday, July 29

- 9:30 A.M. Local Program Sources: "Your Own Back Yard". Robert E. Gard, Director, Wisconsin Idea Radio Theatre; Jonathon Curvin, Folklorist. Chairman: William G. Harley, Station Manager, WHA. Play Circle.
- 10:45 International Broadcasting and the Local Station. Arthur L. Phelps, International Service, Canadian Broadcasting Corporation. Chairman: Clifford Roberts, Announcer, WHA. Play Circle.

- 1:15 P.M. Institute Project: "Using the Talk Effectively". Professor H. L. Ewbank, Department of Speech, University of Wisconsin. Chairman: Ben Park, Producer, WBBM, Chicago. Old Madison Room.
- 2:15 News of Local Significance. A demonstration by Beryl Lottridge, Manager; Robert Redeen, News Editor, WOC, Davenport, Iowa. Chairman: Walter Krulevitch, Program Supervisor, WHA. Old Madison Room.
- 4:00 WHA Broadcast of "The Human Experiment". Mitchell Grayson, WHA Players. Studio rehearsal begins at 2:30. Radio Hall.
- 8:00 Listening Session: National Prize-Winning Programs from 1947 Exhibition of Radio Programs at Columbus, Ohio. Chairman: Walter Krulevitch, Program Supervisor, WHA. Lincoln Lodge.

Wednesday, July 30

- 9:30 A.M. Successful Public Service Local Features. Carl George, Assistant General Manager, WGAR, Cleveland. Chairman: Harold A. Engel, Assistant Director, WHA. Play Circle.
- 10:45 Writing Techniques. Illustrated lecture by Robert Shaw, Writer of "Mr. District Attorney", New York. Play Circle.
- 1:15 P.M. Institute Project: "Presenting a Live Interview". William G. Harley, Station Manager, WHA. Chairman: Ben Park, Producer, WBBM, Chicago. Play Circle.
- 2:30 The Fallacy of "Educational" Script Writing. Rome C. Krulevitch, Free-lance writer; author, "Writing for the Radio Theatre". Chairman: H. B. McCarty, Director, WHA. Play Circle.
- 5:00 Institute Picnic, Hoyt Park. Chairman: Betsy Bala, Radio Hall.

Thursday, July 31

- 9:30 A.M. Local Stations and the Radio Council. Parker Wheatley, Director, Lowell Institute Broadcasting Council, Boston. Chairman: H.B. McCarty, Director, WHA. Play Circle.
- 10:45 Writing Techniques. Illustrated lecture by Robert Shaw, Writer of "Mr. District Attorney", New York. Play Circle.
- 1:15 P.M. Institute Project: "Successful Public Service Program Formats", Kenneth Bartlett, Director, Radio Workshop, Syracuse University. Chairman: Ben Park, Producer, WBBM, Chicago. Play Circle.

2:30 Office of Education Aids. Gertrude Broderick, Secretary-Editor, Federal Radio Education Committee.
Chairman: Ola B. Hiller, Director of Radio, Pontiac, Michigan Public Schools. Play Circle.

8:00 Listening Session: Ben Park, Producer, WBBM, Chicago.
Lincoln Lodge.

Friday, August 1

9:30 A.M. Report on Radio in Germany. I. Keith Tyler, Director of Radio, Ohio State University.
Chairman: H. E. Ewbank, Department of Speech, University of Wisconsin. Play Circle.

10:45 Programming the Educational Station. Kathleen N. Lardie, Supervisor, Radio Education, Detroit Public Schools.
Richard Hull, Director, WOI, Ames, Iowa.
Chairman: Harry Skornia, Director of Radio, Indiana University. Play Circle.

1:15 P.M. New Types of Radio Surveys and Research. Harry Skornia, Director of Radio, Indiana University.
Chairman: Edwin F. Helman, WBOE, Cleveland, Ohio.
Old Madison Room.

2:30 Report on Television. Edward Stasheff, Television Writer, Script Editor, WNYE, New York.
Chairman: Walter Krulevitch, Program Supervisor, WHA.
Old Madison Room.

8:00 All-University Lecture. "Radio in the International Scene".
R. S. Lambert, Supervisor of Educational Broadcasts, Canadian Broadcasting Corporation.
Chairman: LeRoy E. Luberg, Assistant to the President, University of Wisconsin. ~~Basson Theatre.~~ *Radio Hall*

Saturday, August 2

9:30 A.M. Children's Programs. Broadcast demonstration of "Funtime".
Jerry Bartell, Production Director, WHA.
Chairman: William G. Harley, Station Manager, WHA.
Studio A, Radio Hall.

10:45 Adventures in Our Town. Children's Drama with a Social Message. ~~W.B.~~ B. McCarty, Director, WHA. Play Circle. (P)

12:00 Trip to FM and Television Studios of WTMJ, Milwaukee.
Chairman: Harold A. Engel, Assistant Director, WHA.

Sunday, August 3

11:00 A.M. CB3 People's Platform. Originates from Play Circle Theatre on University Campus.
Chairman: Ray Stanley, Producer, WHA.

11:30 Discussion of Broadcast.
Chairman: Dwight Cooke, Moderator, People's Platform.

8:00 Informal Evening with Edgar Kobak, President, Mutual Broadcasting System.
Chairman: H. B. McCarty, Director, WHA. Lincoln Lodge.

Monday, August 4

9:30 A.M. School Broadcast Techniques. Chairman: H. B. McCarty, Director, WHA.

"Afield with Ranger Mac" - Wakelin McNeel, Wisconsin School of the Air. Play Circle.

"Let's Draw" - James Schwalbach, Wisconsin School of the Air. Play Circle.

10:45 "Journeys in Music Land" - Professor Edgar B. Gordon, Wisconsin School of the Air. Play Circle.

Young Canada Listens. R. S. Lambert, Supervisor of Educational Broadcasts, Canadian Broadcasting Corporation. Play Circle.

1:15 P.M. Manitoba School Broadcasts. Illustrated talk. Gertrude F. McCance, Supervisor of School Broadcasts, Province of Manitoba, Winnipeg.
Chairman: William G. Harley, Station Manager, WHA. Play Circle.

2:30 High School Workshop Demonstration. Edwin F. Helman, Coordinator, Secondary School Broadcasts, WBOE, Cleveland.
Chairman: Walter Krulevitch, Program Supervisor, WHA. Play Circle.

4:30 University Forum: "Is Radio Meeting the Challenge of Our Time?" Clifford J. Durr, Commissioner, Federal Communications Commission; R. S. Lambert, Supervisor of Educational Broadcasts, Canadian Broadcasting Corporation.
Moderator: H. B. McCarty, Director, WHA.

8:00 Listening Session: National Prizewinning Programs
Chairman: Walter Krulevitch, Program Supervisor, WHA. Lincoln Lodge.

WHA Players Rehearsal "Brothers In Arms" Radio Hall.

Tuesday, August 5

9:30 A.M. The New Responsibility of the Newsgroom.
Chairman: H. B. McCarty, Director, WHA. Play Circle.

- 10:45 Services of the Association for Education by Radio. William B. Levenson, President, AER; Director, WBOE, Cleveland, Ohio.
Chairman: Harry Skornia, Director of Radio, Indiana University. Play Circle.
- 1:15 P.M. "The Listener Speaks Up". Mrs. R. E. Langer, Mrs. Mabel Bonsack, Wisconsin Better Listening Committee; Clifford J. Durr, FCC.
Chairman: H. B. McCarty, Director, WHA. Top Flight Room.
- 2:30 Program Plans of a Labor Station. Morris S. Novik, Radio Consultant, New York.
Chairman: Harold A. Engel, Assistant Director, WHA. Top Flight Room.
- 7:00 Institute Dinner. WHA-FM Program demonstration.
Chairman: H. L. Ewbank, Department of Speech, University of Wisconsin. Tripp Commons.

Wednesday, August 6

- 9:30 A.M. Radio Music Services. Transcription analysis and demonstration. Don Voegeli, Music Director, WHA. Play Circle.
- 10:45 State FM Plans. Walter Emery, Examiner, Federal Communications Commission.
Chairman: Harold A. Engel, Assistant Director, WHA. Play Circle.
- 1:15 The Latest in FM - Coverage and equipment developments; demonstration of receivers. P. B. Laeser, Engineer, WTMJ, Milwaukee.
Chairman: John H. Stiehl, Chief Engineer, WE. Play Circle.
- 2:30 "So What?" - Next steps and procedures. H. B. McCarty, Director, WHA; Roy Vogelmann, News Editor, WHA. Play Circle.

* * * *

The Idea Exchange, a service center with an extensive collection of recordings, scripts, teacher manuals, and other aids will be conducted by the Association for Education by Radio and the Federal Radio Education Committee, Gertrude Broderick, Secretary-Editor.

* * * *

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



WISCONSIN
HISTORICAL
SOCIETY



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the
National Endowment for the Humanities.